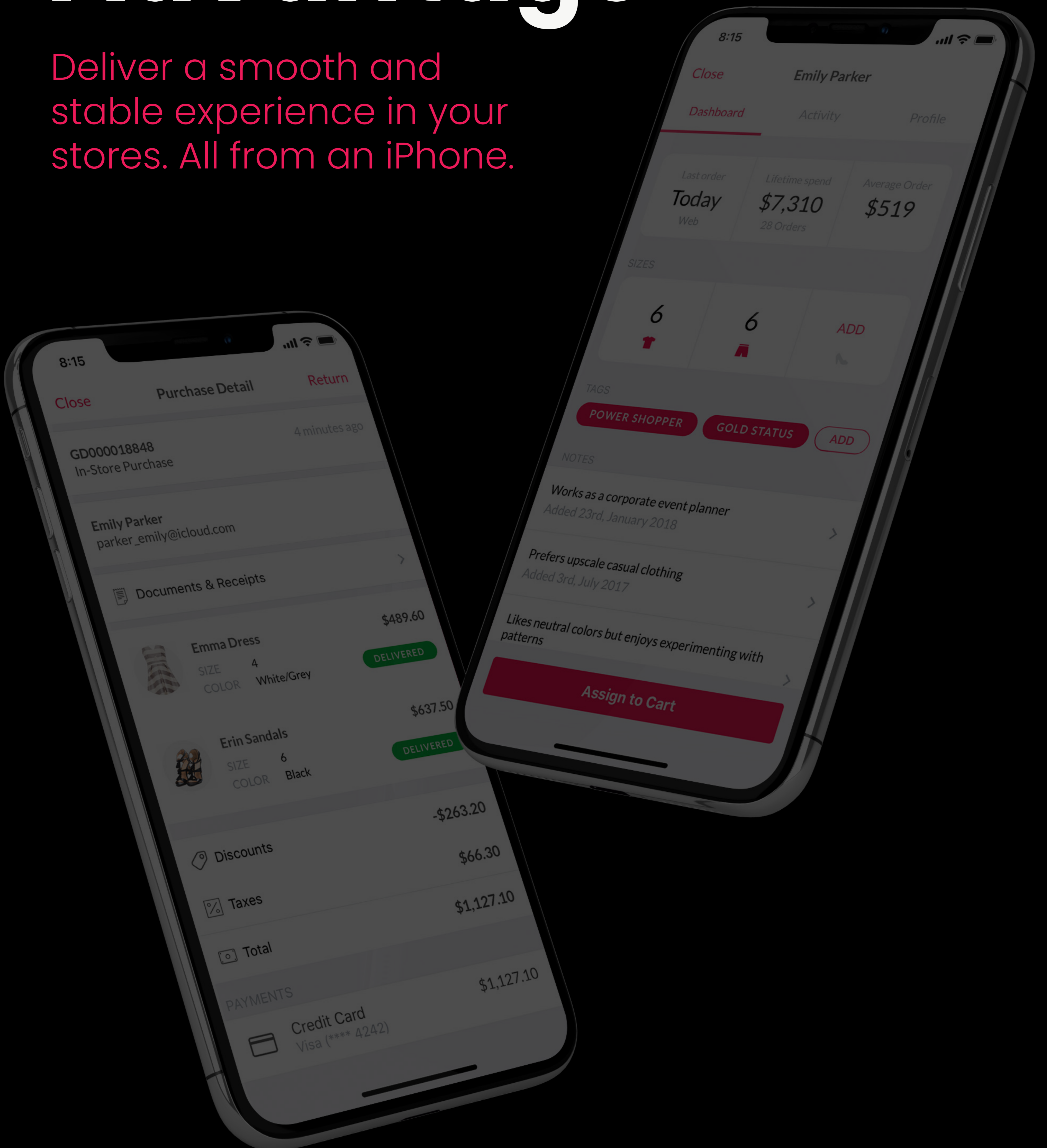




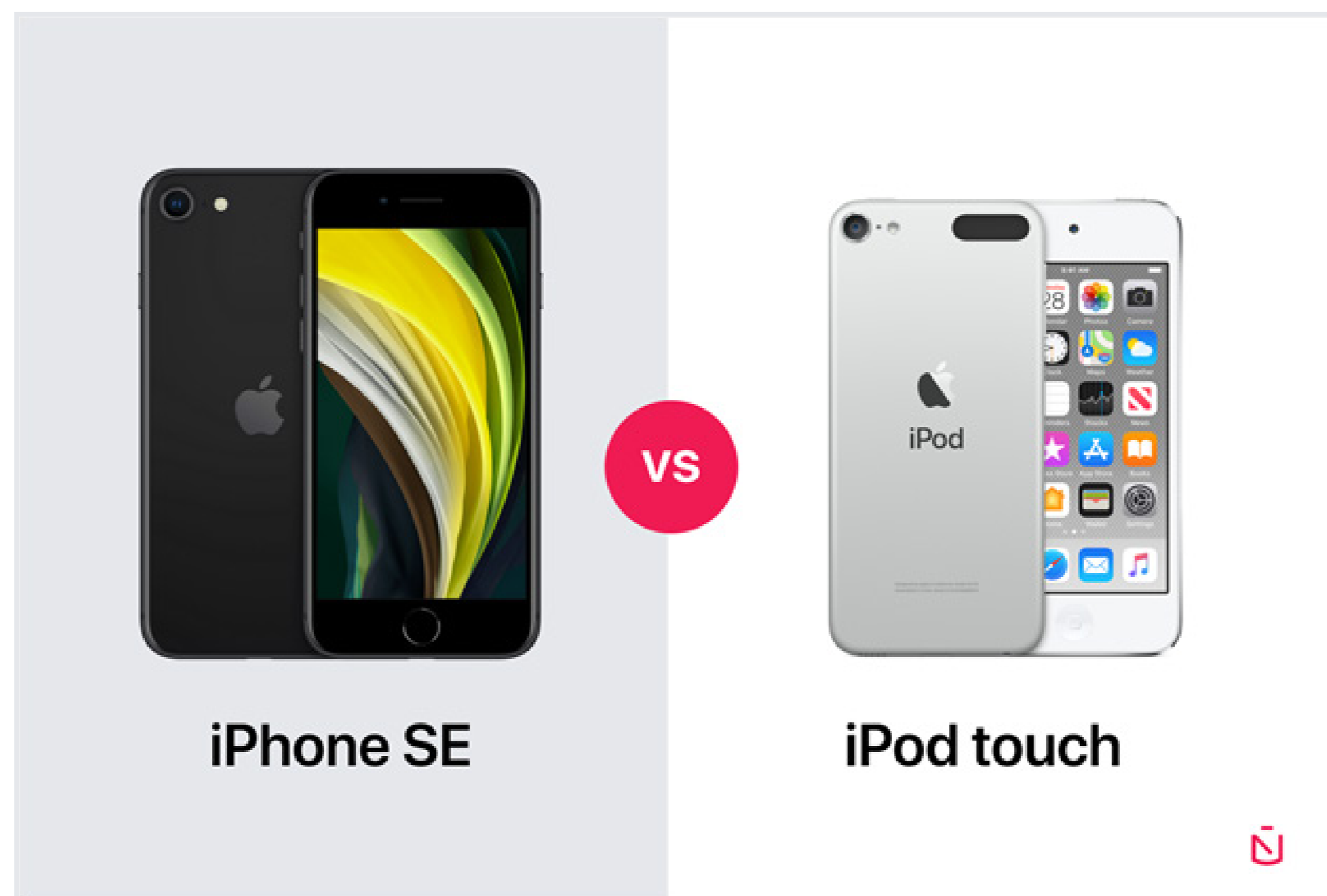
The iPhone Advantage

Deliver a smooth and stable experience in your stores. All from an iPhone.



The iPhone Advantage

Or in other words, **the iPhone vs. iPod debate.**



iPhone SE & iPod Touch comparison

With NewStore, retail brands are able to run their stores on iPhones. Nevertheless, both the NewStore Associate App and the NewStore Inventory & Fulfillment App are iOS apps, which can technically also be installed on other iOS devices, such as iPad or even iPod. Our documentation lists those devices as supported, but iPads and iPods are not optimized for NewStore apps.

When brands join the NewStore family and need to equip their stores with Apple devices, it might raise the question of why not get the cheaper iPod touch instead of the iPhone (given the lower costs)?

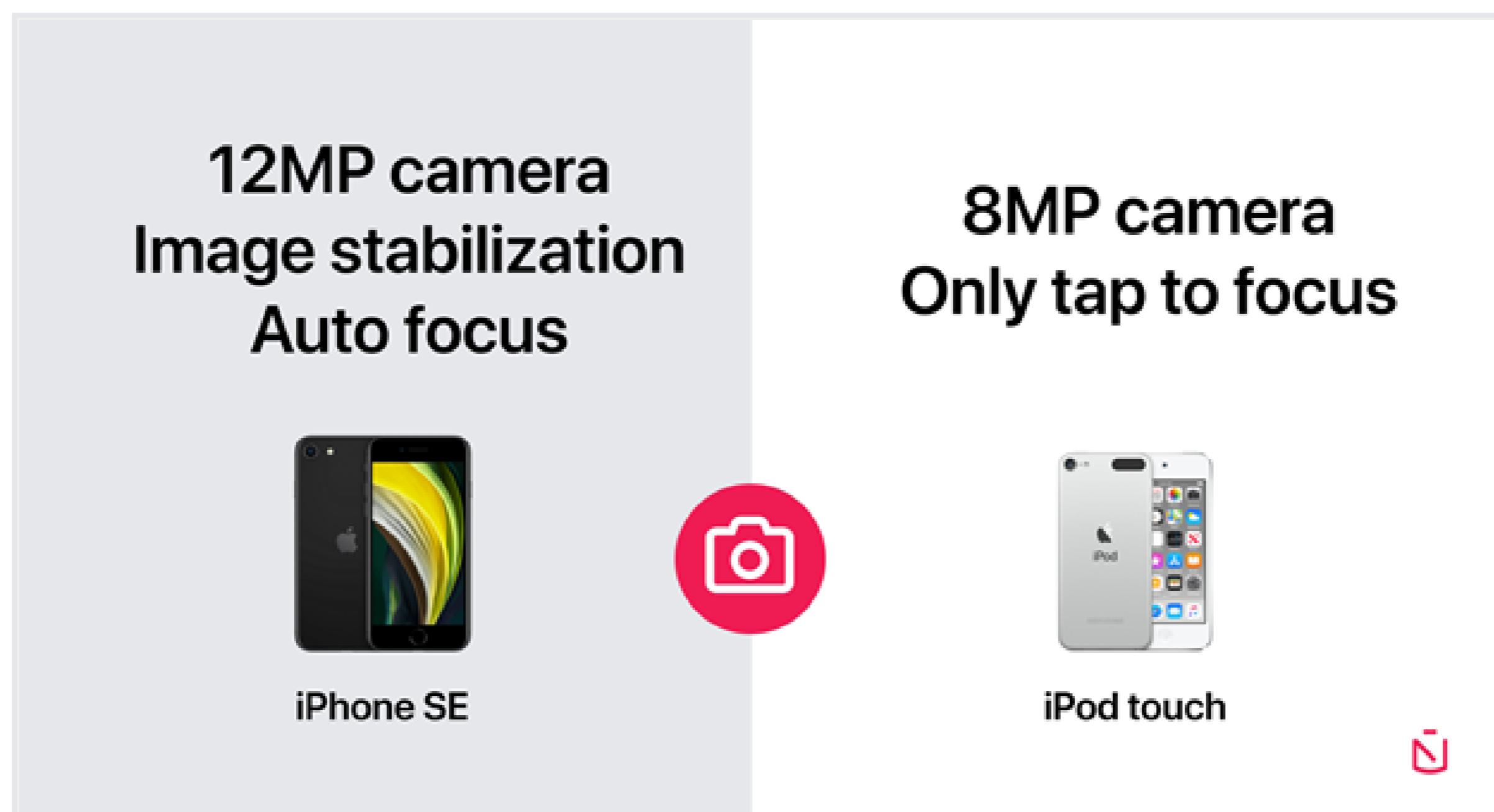
We do not recommend buying and using iPods, but iPhones, and here is why:

(The following comparison uses the cheapest available iPhone SE as reference.)

| Camera

iPhone SE has a 12MP camera, image stabilization, and autofocus. These features are critical for scanning barcodes during checkout in the NewStore Associate App, as well as for the pick, pack, and ship process during fulfillment and for inventory management tasks in the NewStore Inventory & Fulfillment App.

iPod touch has an 8MP camera, which requires a tap to focus. This impacts the experience associates have scanning barcodes.

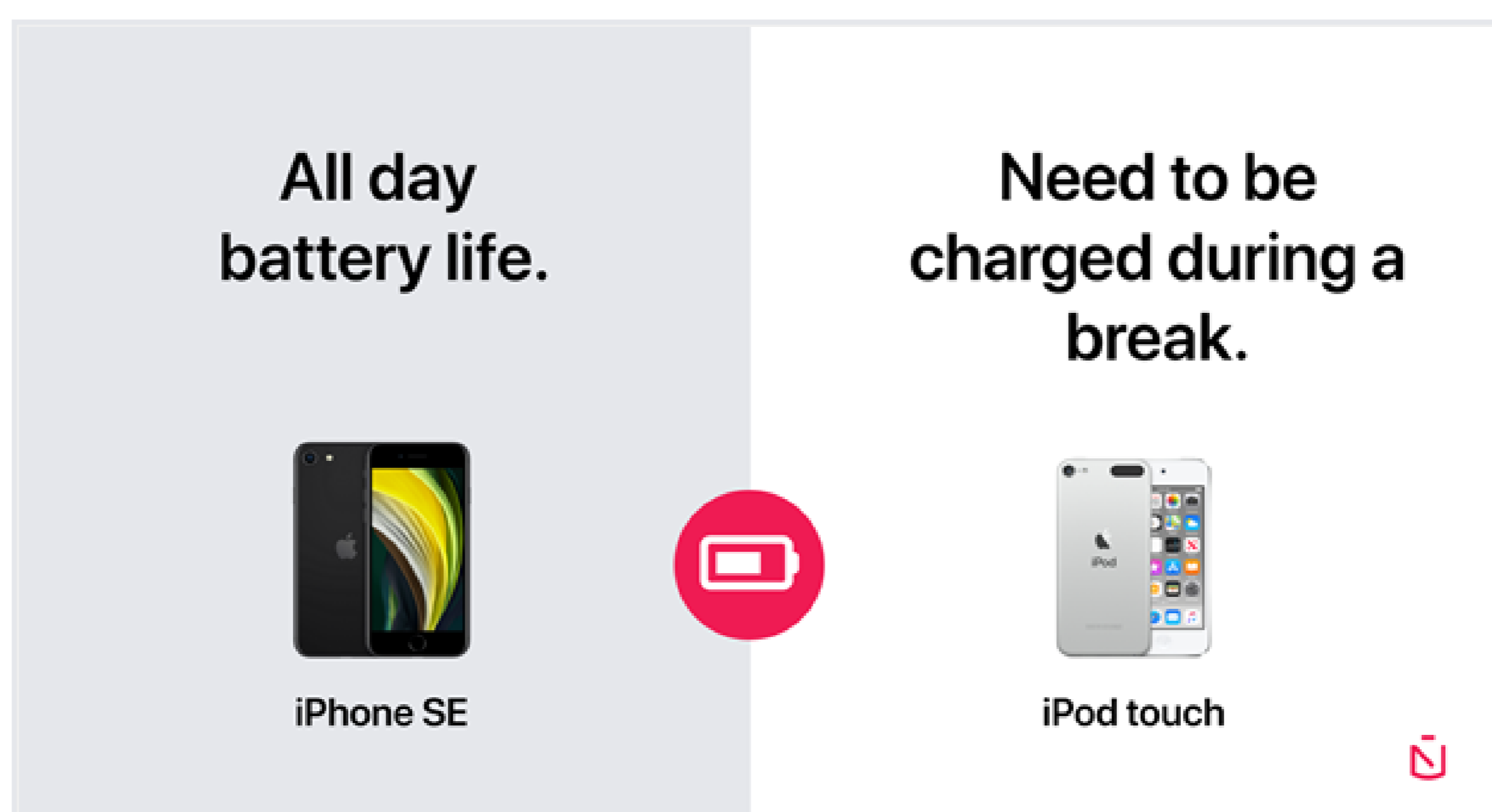


Camera

| Battery

iPhone SE battery capacity is 1821mAh rated at 500 charge cycles. Compared to the iPod touch at 1043mAh and 400 charge cycles, the iPhone SE has a greater chance of providing all day battery life for associates using NewStore.

In addition, the iPhone SE battery is capable of fast-charging should it quickly need to be charged during a break.



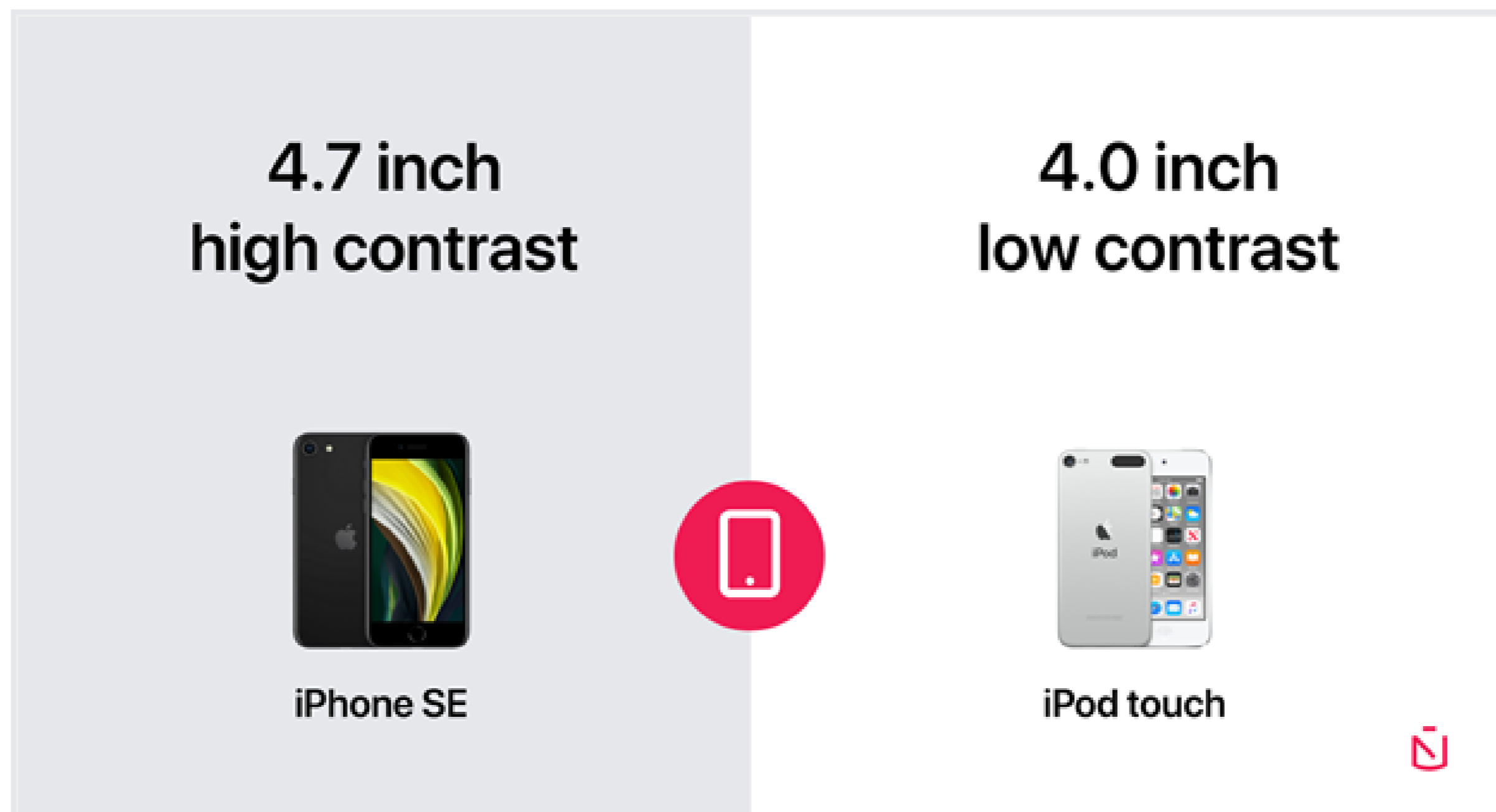
Battery

Display

The NewStore user interface and user experience are designed and optimized for iPhone SE screen sizes or larger. Some views in our apps require a lot of information so that the associate can serve their customers in the best possible way.

The iPhone SE display is 4.7 inches (120 mm) and it has a 1334x750 pixel resolution with high contrast (1400:1 contrast ratio) and brightness (625 cd/m²). This makes it easy for associates to read and consume information.

In comparison, the iPod touch display is 4 inches (100 mm) with only a 1136x640 pixel resolution and lower contrast (800:1 contrast ratio) and brightness (500 cd/m²).

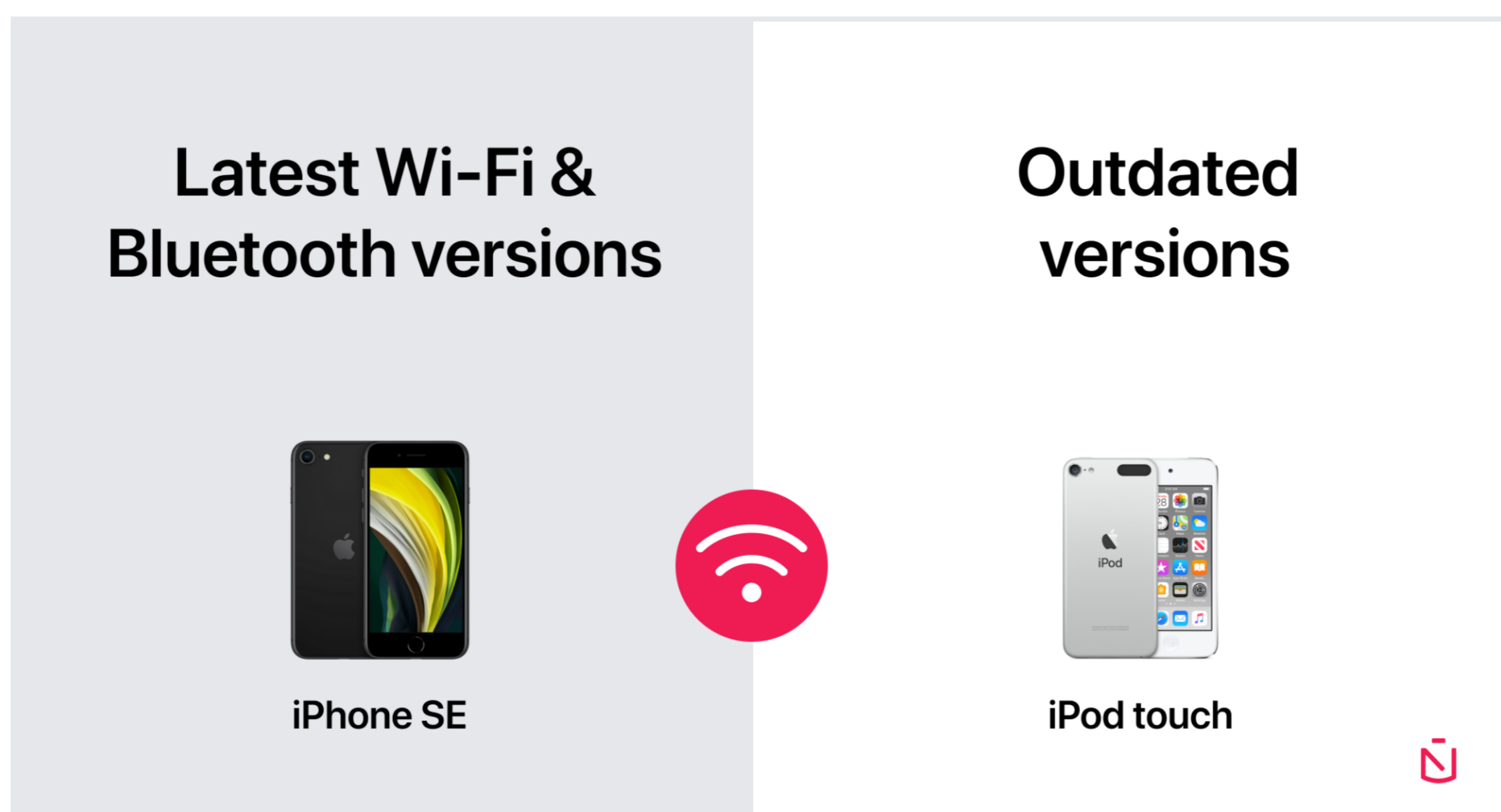


Display

Wireless Connectivity

iPhone SE uses advanced features for wireless connectivity to corporate networks and Bluetooth peripherals. iPhone SE supports 802.11ax Wi-Fi 6 with 2x2 MIMO and Bluetooth 5.0 wireless technology.

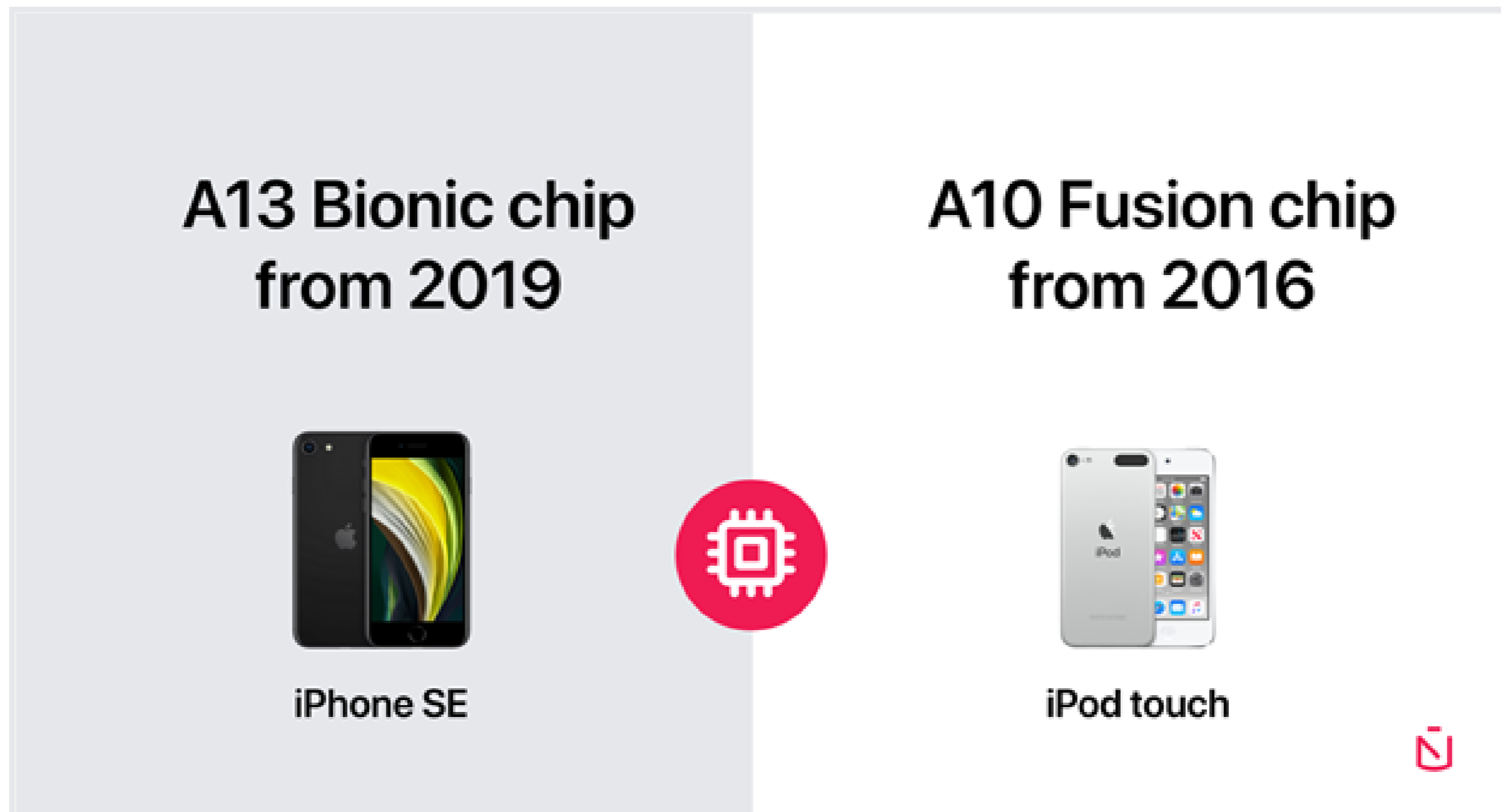
iPod touch supports 802.11a/b/g/n/ac Wi-Fi and Bluetooth 4.1 wireless technology. Because this connectivity is not as advanced as that in the iPhone SE, it is possible the connection to both Wi-Fi and payment terminals could be interrupted as store associates move throughout the store.



Wireless connectivity

| Chipset

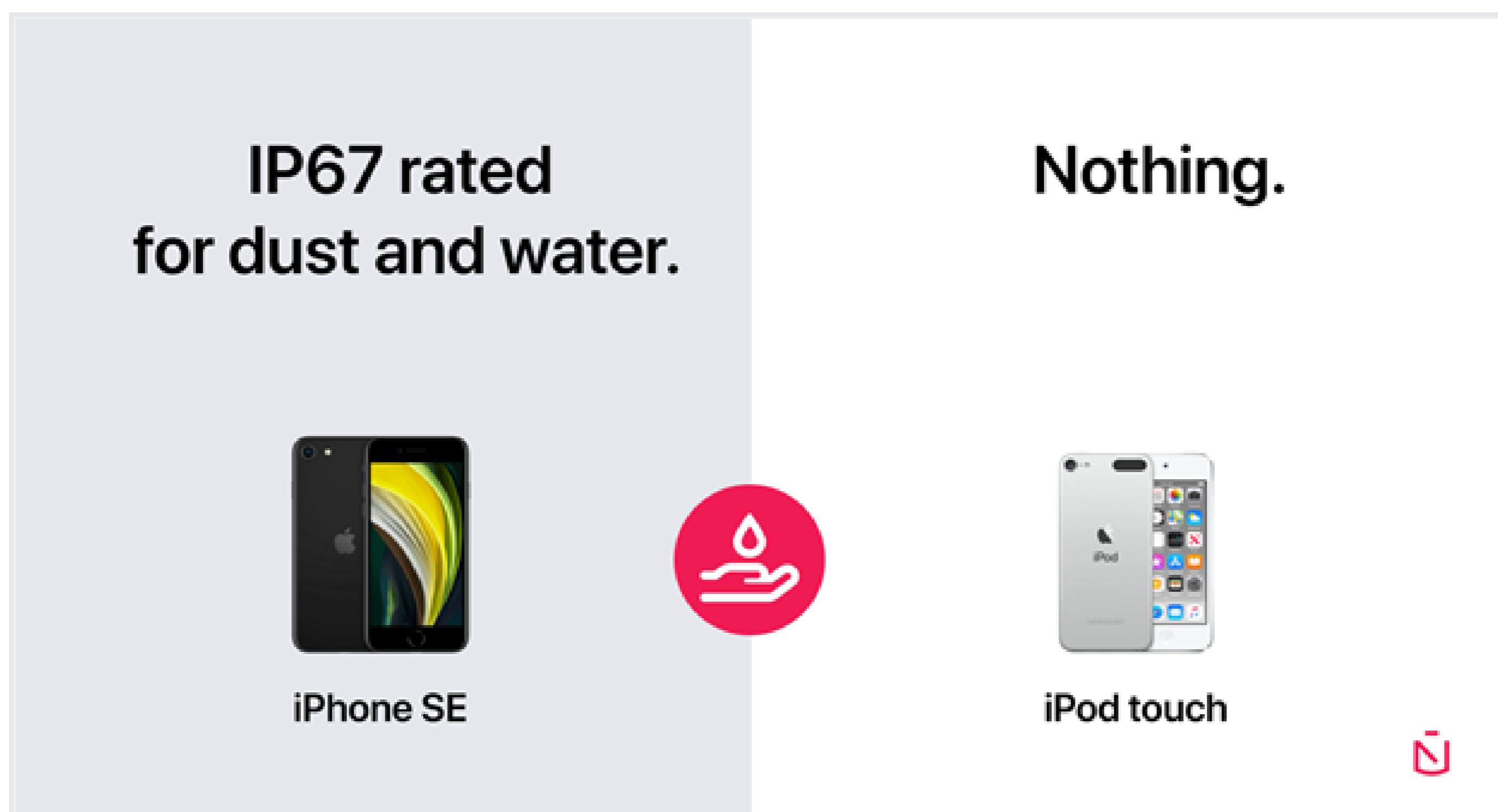
iPhone SE is equipped with the A13 Bionic chip (released Q3/2019), whereas the iPod touch uses the rather outdated A10 Fusion chip (released Q3/2016). In benchmarks, the A13 performs at least twice as fast as the A10.



Chipset

| Dust and Water Resistance

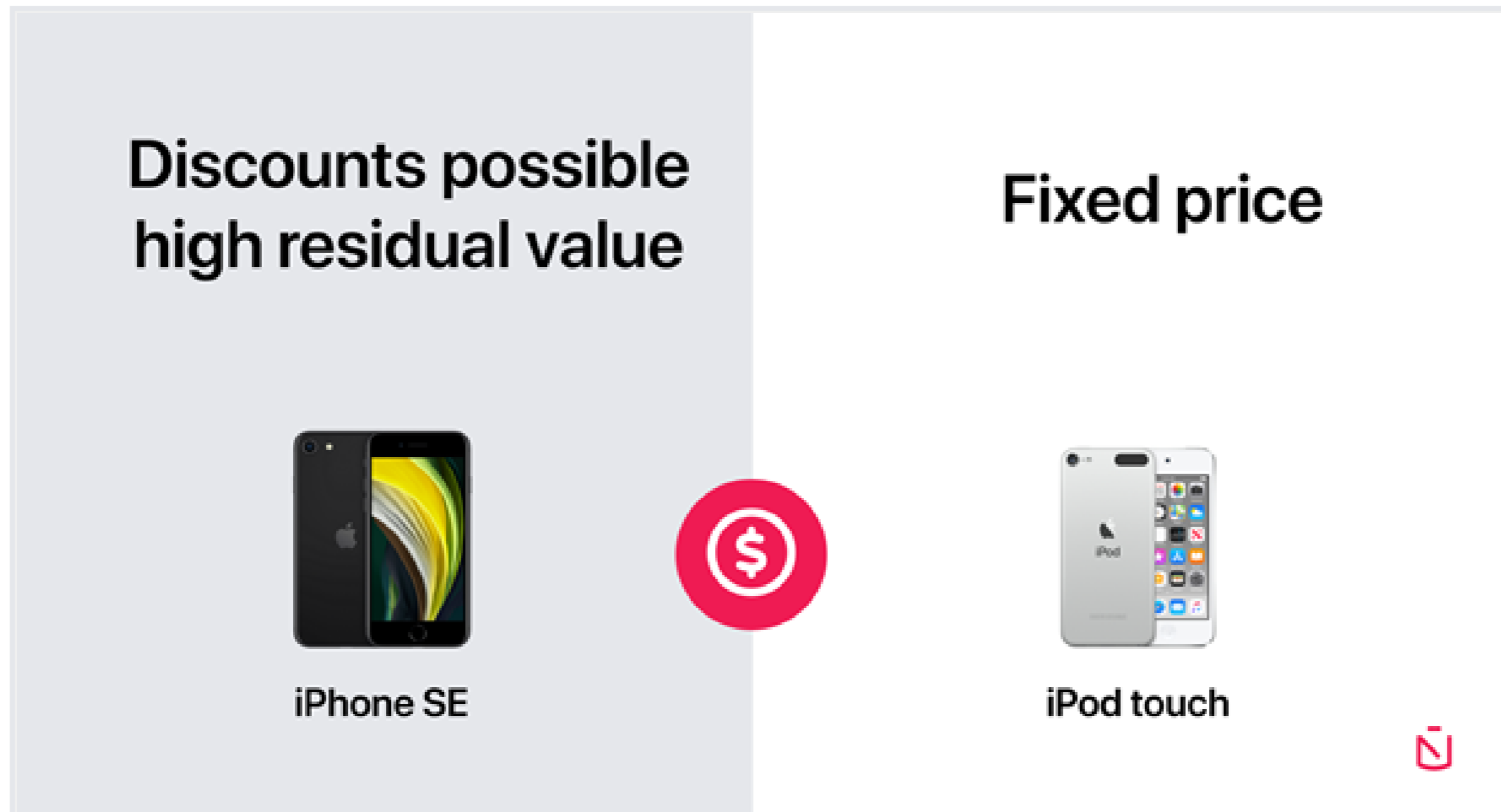
iPhone SE is IP67 rated for dust and water. iPod touch does not carry a dust and water resistance rating.



Resistance

 | **Pricing**

For pricing please contact NewStore (Alexander Ringsdorff). The iPod touch may not be cheaper than the iPhone SE. iPhones have a very high residual value. A 25% discount can be given upfront leveraging Apple Financial Services for the lease.



Pricing

 | **Summary**

In all categories the iPhone SE has significant advantages over the iPod touch to ensure a smooth and stable experience in your stores. By choosing the iPhone, the retail brand makes an investment into the future and is always enabled to use NewStore's latest features.